



MAKE THEM WAIT... JUST JOKING

How to clear a ticket backlog

Defeat the monster of customer service tickets

There's a holiday period and you are getting an avalanche of customer inquiries.

The boost in earnings seems thrilling, however, this can quickly go out of hand. Now combine this with worldwide supply chain disruptions and shipping delays – it has potential to become a huge mess.

Backlog happens when customers have been left hanging for what feels like an eternity and no one knows how to handle the bombardment of queries. The crucial, and not-so-fun aspect to understand about customer service backlogs is that if left unaddressed, they only escalate in size, potentially becoming insurmountable.

We call this the 'snowball effect' of customer service tickets at ChatPandas. Backlogs can be intimidating and pressure-inducing for the whole team and can prove to be a major test.

But things aren't that bleak.

Having some backlog is to be expected. In fact, having zero backlog is not a good thing.

But if you are under a huge backlog, we are going to tell you how we got out of it.

Once upon a ticket..

In the bustling headquarters of ChatPandas, the company was confronted with a staggering backlog of over 30,000 customer support tickets. Recognizing the gravity of the situation, the team leaders called for an emergency meeting. The team huddled together, brainstorming ideas and formulating a plan to turn the tide.

Prioritize and triage effectively

First and foremost, the team emphasized the need to prioritize and triage effectively. A thorough system was implemented to identify urgent tickets that demanded immediate attention. They carefully considered the impact and urgency of each ticket, ensuring that critical issues were addressed promptly. Tickets requiring additional information from customers became the top priority, followed by those awaiting necessary actions.

Streamline processes and automate (where possible):

To streamline their processes and alleviate the burden on the team, automation was embraced wherever possible. We automated repetitive tasks, such as ticket categorization or initial responses. For some tickets, we used a 'one-response-fits-all' approach. Implementing automation and triggers alleviated agents' workload by handling pending tickets automatically. By implementing these automation measures, the team could focus their energy on tickets that required a human touch.

Increase staffing or leverage additional resources

Understanding the importance of manpower, our team decided to bolster our resources. We brought in additional customer service agents on a temporary basis, ensuring we had the capacity to handle the backlog efficiently. The recruits underwent intensive training to quickly get up to speed with the company's processes and systems.

Communicate with customers and set realistic expectations

Moreover, the team leaders realized the significance of transparent communication with customers. They made it a priority to keep customers informed about the backlog situation, providing regular updates on the progress being made. They acknowledged the delays and assured customers that their concerns were being addressed. By setting realistic expectations, they fostered trust and understanding among the customers.

..Just tackle it head-on

Our supervisors and managers devised a bold plan to tackle the backlog head-on. They scheduled a dedicated session called the “Resolution Rush.” During this after-hours gathering, the entire team came together to collaborate, break down the workload, and develop effective responses. The session was fueled by coffee and an unwavering determination to overcome the backlog.

Chin up and don't remain buried in the backlog

Backlogs can affect anyone, even those known for their stellar customer experience (think: ChatPandas). Blame it on the high expectations of today's consumer, holiday rush, high influx of tickets or high attrition rate – but here's a thing: it is important to recognize the financial risks associated with uncontrolled backlogs, such as customer neglect, employee burnout, harm to brand reputation, and missed revenue.

The secret ingredient? Keep the momentum going! A positive attitude and taking the backlog as a learning opportunity go a long way. At ChatPandas, we appreciate having a sizeable backlog with diverse ticket types. And while backlogs can be a common challenge, they don't have to overwhelm your business or leave customers dissatisfied. With a well-crafted plan and solutions focused on customer satisfaction, you can effectively manage backlogs, preserve your brand reputation, and ensure uninterrupted revenue generation.

The most important thing is to collaborate with our front-end team, taking help & asking questions.

Remember, people support that which they help create.
